

**What is claimed is:**

1. In a content distribution facility having a content database for storing a first and at least a second content file, an improvement of apparatus for associating a price indicia with each of the first and at least second content files stored at the content database, said apparatus

5 comprising:

an initial price indicia associator adapted to receive content indicia associated with each of the first and at least second content files stored at the content database, said initial price indicia associator for initially pricing each of the first and at least second content files with initial price indicia;

10 a price indicia adjuster adapted to receive indications of the initial price indicia that said initial price indicia associator associates with each of the first and at least second content files and to receive indications of demand for each of the first and at least second content files, said price indicia adjuster for adjusting the initial price indicia responsive to the demand therefore and for forming adjusted price indicia associated with each of the first and at least  
15 second content files.

2. The apparatus of claim 1 wherein the first and at least second content files are authored by content creators and wherein the content indicia associated with each of the first and at least second content files comprise identifiers that identify the content creators of the first and  
20 at least second content files, respectively.

3. The apparatus of claim 2 further comprising a content creator database accessible by said initial price indicia associator, said content creator database forming an author index that indexes a listing of content creators together with historical indicia associated therewith, and  
25 wherein the initial price indicia with which said initial price indicia associator initially prices the first and at least second content files is responsive to the historical indicia stored at said content creator database.

4. The apparatus of claim 3 wherein the historical indicia responsive to which said  
30 initial price indicia associator initially prices the first and at least second content files identifies historical demand for content files authored by the content creators indexed together therewith.

5. The apparatus of claim 4 wherein the initial price indicia with which said initial price indicia associator associates with the first and at least second content files is directly related, at least in a stepwise manner, with the historical demand.

6. The apparatus of claim 4 wherein the historical indicia indexed together with the content creator at the author index formed at said content creator database that identifies the historical demand categories the historical demand into a first historical demand level at least a second historical demand level.

7. The apparatus of claim 1 wherein the first content file and the at least the second content file stored at the content database is at least selectably available for delivery to content content consumers and wherein the indications of the demand to which said price indicia adjuster is adapted to receive comprise indications related to inquiries relating to individual ones of the first and at least second content files.

8. The apparatus of claim 7 wherein copies of the first and at least second content files are at least selectably available for purchase by the content consumers and wherein the inquiries selecting to the individual ones of the first and at least second content files comprise inquiries relating to purchase of copies of the individual ones of the first and at least second content files.

9. The apparatus of claim 8 wherein the inquiries relating to the purchase of the copies of the individual ones of the first and at least second content files comprise indications of purchase requests made by the content consumers.

10. The apparatus of claim 8 wherein the inquiries relating to the purchase of the copies of the individual ones of the first and at least second content files comprise indications of purchase completions made by the content consumers.

11. The apparatus of claim 1 wherein said price indicia adjuster interactively adjusts the adjusted price indicia associated with each of the first and at least second content files.

5 12. The apparatus of claim 1 wherein the indications of demand to which said price indicia adjuster is adapted to receive are applied to said price indicia adjuster at least at successive intervals, dynamically to receive the indications of the demand, and wherein said price indicia adjuster further successively forms the adjusted price indicia responsive to the indications of the demand received at the at least the successive intervals.

10 13. The apparatus of claim 12 wherein the adjusted price indicia formed by said price indicia adjuster formed at least at the successive intervals incrementally changes prior-formed values of the adjusted price indicia.

15 14. The apparatus of claim 1 further comprising a revenue allocator adapted to receive the indications of demand, said revenue allocator for allocating revenues associated with the first and at least second content files.

15. In a method for distributing content stored at a content database, the content formed of a first content file and at least a second content file, an improvement of a method for associating a price indicia with each of the first and at least second content files stored at the content database, said method comprising:

5 initially pricing each of the first and at least second content files with initial price indicia responsive to content indicia associated with each of the first and at least second content files; and

adjusting the initial price indicia with which the first and at least second content files are initially priced during said operation of initially pricing responsive to indications of demand for each of the first and at least second content files to form adjusted price indicia associated with each of the first and at least second content files.

16. The method of claim 15 wherein the first and at least second content files are authored by content creators and wherein the content indicia responsive to which the first and at least second content files are initially priced comprise identifiers that identify the content creators of the first and at least second content files, respectively.

17. The method of claim 16 further comprising the operation of associating historical indicia with the identifiers that identify the content creators of the content files and wherein the initial price indicia with which the first and at least second content files are initially priced during said operation of initially pricing is related to the historical indicia.

18. The method of claim 16 wherein copies of the first content file and the at least the second content file each are at least selectably available for delivery to content consumers and wherein the indications of the demand for each of the first and at least second content files comprise indications of requests made by the content consumers comprise indications related to at least requests for copies of selected ones of the first and at least second content files.

19. The method of claim 16 wherein said operation of adjusting the initial price indicia further comprises adjusting the adjusted price indicia.

20. The method of claim 17 wherein adjustments to the adjusted price indicia during said operation of adjusting are performed incrementally.